



Apparel Export Promotion Council

REQUEST FOR PROPOSAL

FOR

“ENGAGEMENT OF AGENCY FOR PREPARING
AEPC VIDEO”

Date: - 16thJuly, 2020

Important Dates

Issue of RFP	16 th July 2020
Last date & time for submission of RFP	27 th July, 2020, 5 PM
Date & time of opening of Technical Bids	28 th July 2020 11:00 A.M.
Post-Technical Bid Meeting through Video Conference	29 th – 30 th July 2020
Date & time of opening of Financial Bids of qualified bidders	3 rd August, 2020 11:00 A.M.
The Quotation document, complete in all respect, to reach on or before the due date to the given address	Secretary General, Apparel Export Promotion Council, Apparel House, Sector – 44, Institutional Area, Gurugram, Haryana

REQUEST FOR PROPOSAL FOR

“ENGAGEMENT OF AGENCY FOR PREPARING AEPC VIDEO”

Apparel Export Promotion Council invites RFP for “Engagement of agency for preparing AEPC video”

Proposals are invited from established agencies/firms (single entity) who have successfully undertaken the similar projects in creating corporate movies with a minimum experience of 2 years in the same domain.

The offer of proposals for preparing AEPC video will be valid for 60 days after opening of proposal & contract for a period of 6 Month after submitting the final video.

Amendment in Quotation: At any time till 5 days before the deadline for submission of bids, AEPC may, for any reason, whether at own initiative or in response to a clarification requested by a prospective bidder, modify the quotation document by amendment. Such modifications shall be uploaded in the AEPC websites. All such amendments shall be binding on all the bidders. AEPC also reserves the right to amend the dates mentioned in the Quotation. AEPC reserves the rights to amend the dates mentioned in the Data Sheet.

Scope of Work

AEPC's movie for business promotional ideas and marketing, creating fresh content and internationally creating the "BRAND AEPC"- as the A-Apparels E-excellence P-personified C-community.

Requirements:

- Duration - Around 6-7 minutes and should be in HD quality
- Contours of the Coverage - AEPC infrastructure and role, why India will become the most important sourcing destination - combination of huge production capacities and design capabilities, capability to supply in shorter lead times, smaller MoQ's, FDI friendly Gov policies, Gov's push towards manmade and technical textiles etc
- Videos shot in several apparel and textiles must not promote individual company / firm
- No use of copyright videos, music, etc
- There should be a proper script
- It shall contain the glimpse of all events conducted by AEPC
- Movie should speak why India
- History of AEPC, all products and mandate of AEPC
- Highlight India's excellent infrastructure.
- The agency need to develop the script, editing of movie, content writing, videos, pictures, texts, etc for AEPC movie
- Message of Chairman, AEPC and some important officials
- Presence of AEPC PAN India
- Highlight MoU's and international linkages
- Upon expiration of contract the agency should handover all data including raw videos, music and source to AEPC
- Agency may need to alter/edit the video and provide re-edited video within a period of 6 months after submitting the final approved video without any extra cost.
- Any other point which may come up during the time of discussion to improve the video which is not mentioned above to use.
- Agency needs to fix meetings or seek approvals to shoot the videos at Member's factories, government offices, etc. AEPC will not help seeking those permissions.

Timelines

The video should be ready within 30 days of issuance of work order or an extended date as approved by AEPC with all the above mentioned requirements.

Procedure for Submission of Bids

The bidders will be required to submit quotations and documents latest by 27th July, 2020. The quotes should be addressed to Secretary General, AEPC, Apparel House, Institutional Area, Sector – 44, Gurugram, Haryana – 122003 in a sealed envelope. The proposal should consist of following documents:

1. Documentary evidence in support of Eligibility Criteria, namely copy of the Balance sheet and profit and loss account of last 3 years.
2. Tender Document can be downloaded from the website of www.aepcindia.com
3. Copies of the work orders evidencing that the agency has experience in similar work
4. The bid should come in two different sealed envelopes, clearly marked as “Technical Bid” and “Financial Bid” separately on the top of each envelope and both should be put in one bigger sealed envelope
5. **Detailed Technical Proposal** with signature of the bidder or his/her authorized signatory & stamp on each page.
6. **Financial bids** will be open only if the agency qualifies in Technical bid.
7. Photocopies License /Registration Certificate of the firm.
8. Copy of PAN Card
9. Copy of GST Registration
10. Demand Draft for Rs. 12,500/- towards EMD in favour of “**Apparel Export Promotion Council**” payable at **Gurugram**.

Important Note regarding Performance Guarantee: - The PERFORMANCE GUARANTEE of the successful tenderer will be retained till performance bank guarantee is furnished from a Govt. / nationalized/ Scheduled Bank for 8% value of tendered amount for the period beyond three months of the last date of the contract. On receipt and acceptance of the bank performance guarantee the amount will be released without any interest.

11. The last date of receipt of quotation in a sealed envelope on or before 27.07.2020 upto **5.00 pm** addressed to Secretary General, Apparel Export Promotion Council, Apparel House, Sector – 44, Institutional Area, Gurugram, Haryana - 122003. Alternatively, the sealed envelope may be sent through Registered post/ Courier/by hand and should reach to us on or before the last date & time. The Bidder will ensure that it is received in AEPC, Apparel House, Gurugram before the due date & time. The offers received after the due date and time will not be entertained. The quotation received through e-mail etc. would not be considered.
12. The EMDs of the unsuccessful bidders will be refunded by way of handing over the original Demand Draft/Banker’s Cheque duly endorsed by the Competent Authority of the AEPC without any interest.
13. All the pages/documents of the quotation should bear the dated signature of the authorized signatory with the stamp of the Firm. All the entries should be in one ink & legibly written. Any over-writing corrections & cuttings should bear dated initials of the authorized signatory. Corrections should be made by writing again instead of shaping or over-writing.

14. Rates should be quoted in Indian Rupees (Rs) both in figures as well as in words. In case the rates quoted in words & figures are at variance, the rates written in words will be taken as final. Please ensure to specify about the applicable GST, if any.
15. Conditional quotations are liable to be rejected.
16. AEPC reserves the right to reject or accept any or all application(s) without assigning any reason(s).
17. Quoted rates should be free from any pre-conditions regarding payments etc. or otherwise offers are liable to be rejected.
18. AEPC reserves the right to increase or decrease services in Tender document.
19. The payment would be made after submission of final AEPC video along with all raw videos and subject to submission of Bill/Invoice with all supporting documents. TDS will be deducted as per the provisions of Income Tax act, as amended from time to time.
20. The selected agency should not sublet the work in part or full to another agency.
21. There will be no escalation in the price during entire contract period.
22. The contract shall be terminated in respect of the followings:-
 - a) If, the service of the agency is not found satisfactory or the agency changes the rate of contract during the contract period.
 - b) In case the agency fails to execute the job as per the terms and conditions of the agreement, the balance / total work will be got executed through other agencies at the agency's risk and cost.
 - c) The decision of the AEPC will be final and binding on the agency and no request will be entertained in any manner.
23. The losses to the AEPC which are directly attributable to the agency shall be deducted from the bills /adjusted from the performance guarantee.
24. The Performance guarantee of the successful agency will be released once the final payment has been settled.

Penalty Clause: After the finalization of the Work Order to the selected vendor, 5-10 % of the total project cost will be levied as penalty against any kind of delay / damage / back-out from the work by the "Selected Vendor".

DISCLAIMERS:

This tender is being issued by the AEPC for inviting bids for the **Engagement of agency for preparing AEPC video**. The words 'Tender', 'Quotation' and 'RFP' are used interchangeably to refer this document. The purpose of this document is to provide the Bidder with information to assist in the formulation of their proposal. The information is not intended to be exhaustive. Interested parties are required to make their own inquiries. AEPC reserves the right not to proceed with the project, to alter the functionalities/specifications & timetable reflected in this document or to change the process or procedure to be applied. It also reserves the right to decline to discuss the project further with any party submitting a bid. No reimbursement of any cost will be paid to persons, entities submitting a Bid.

(For Engagement of agency for preparing AEPC video)

Company Profile

Name of Company: _____

Contact Person: _____

Phone No: _____

Email id: _____

Address: _____

Performance Guarantee Details: Rs. _____ DD/Cheque/UTR no. _____

_____ Bank _____ Date/Transfer _____

Statutory Details (Copies to be attached)	
Company Registration	
GST No.	
PAN No.	
ITR of 3 years	
Turnover of 3 years	
Whether agency has their own HD cameras?	Yes / No
Is agency aware of copyright rules?	Yes / No
Whether agency read all requirements, terms & conditions, penalty clause?	Yes / No
Has agency ever been blacklisted?	Yes / No
Has agency made any video for corporate companies	Yes / No
Has agency made any video for government of India	Yes / No

Name and contact details of past clients:

Videos made for Corporate clients	Videos made for Government clients

Format for submission of Financial Bid for **Engagement of agency for preparing AEPC video**

(To be attach as separate file and rename it as Financial Bid)

Details	Amount in Rs. (In both figure and word)
AEPC videos as per the requirements mentioned in RFP	
GST (if any)	
Discount (if any)	

Name and Signature with Stamp